

Meadow Arts Digital Producer Key Information

Job Title:	Digital Producer
Responsible to:	Executive Director
Type:	Part-time freelance. Working from home.
Period:	5 May to 30 June 2021
Fee:	£6,000 freelance fee inclusive of VAT and expenses

Overview of Meadow Arts

Meadow Arts has a small team of five staff members, all working part-time in the rural West Midlands to bring contemporary art to people who might not usually get to engage with it. We believe that excellent contemporary art has the power to encourage new ideas and expand horizons.

We work with partner venues to produce our exhibitions, putting artworks and art projects into places like outdoor and indoor public spaces; stately homes (for example with National Trust and English Heritage); libraries; museums; churches; cathedrals; colleges and universities – we are open to ideas and want to inspire and challenge people.

Please visit www.meadowarts.org to find out more about Meadow Arts and the work we do. We are committed to promoting diversity and inclusivity and are keen to hear from candidates with digital expertise and flair who may believe they have experienced discrimination previously in applying for work in the arts and culture sector.

Hoping to hear from you soon.

Clare Purcell

Executive Director

clare@meadowarts.org / 07717 312 286

Application details

Please submit to clare@meadowarts.org:

- a covering letter (max 2-sides A4) OR PowerPoint presentation (max 5 slides) OR audio/video file (max 3 mins) responding to the brief and outlining your experience for the post
- your CV
- the Equal Opportunities monitoring form

If you have any specific queries, please email clare@meadowarts.org and arrange a phone call.

Application closing date: 12pm on Thursday 28th April 2021

Interviews on Zoom: Tuesday 4th May 2021

Job Purpose

This is a new role funded from Arts Council England Cultural Recovery Fund. Within the limitations of this fund, work has to be completed by 1st July 2021. The focus of the job is to help Meadow Arts prepare for, assess or deliver 3 important digital projects in the Spring /Summer 2021. They are:

- **RURALities:** our first tiered digital arts commission programme with 4 artists, opening May 2021
- **The Art House Open Lecture Series:** our annual season of artists lectures in partnership with the Fine Art Department at Worcester University – now online for the first time.
- **All Alone:** our 2021-23 exhibition at Croft Castle & Fishpool Valley, which will include a large digital /film element.

RURALities and All Alone have associated education and engagement projects, which may also be delivered or showcased online.

In response to our increased digital output, we also need to review our website, how it is hosted, how it is built, the design, capacity, accessibility and navigation and future-proof it as appropriate to our anticipated ongoing use of digital output to reach new audiences. This is linked to greater use of social media and in light of this, we also need to update our logo to work across all platforms and in print.

This is an important role in the development of the charity, working across the Meadow Arts team to support an ambitious yet central project for the organisation.

Key Tasks / Duties and Responsibilities

- Research best model for our new website and associated digital comms
- Research /advise on graphic design /branding agencies who could create a new logo for Meadow Arts that works across all platforms (and in print) that would inform and complement the new website
- Act as an expert voice on all things digital and advise our team
- Help us to generate creative ideas for our digital outputs and widen our digital horizons
- Create a plan for future creative content, online donations, and a user-friendly interface
- Collate and edit high-quality and engaging content templates that we can share with partners to ensure a consistent style and tone of voice
- Work with colleagues to ensure the website and digital content is creative, engaging and meeting objectives
- Develop objectives and data sets for engagement, measuring success and testing new ways of communicating with audiences
- Generate monthly analysis and reports as necessary
- Bring insight about current developments in digital communications and evaluate our own digital capabilities, using both to advise on methods to improve and extend the impact of Meadow Arts

- Provide advice on future Meadow Arts digital initiatives intended to support the wider curatorial sector.

Person Specification

Criteria	Essential	Desirable
Experience	<p>Strong understanding of what makes compelling online content</p> <p>Up-to-date knowledge of digital trends, platforms and best practice</p> <p>Good knowledge of digital management and analysis tools</p> <p>Understanding of WordPress, SquareSpace, other CMS systems etc and how to work with bespoke templates and structures</p> <p>Understanding of Google Analytics and how to measure and test insights</p> <p>Design flair and a good eye for detail</p> <p>Sound understanding of how to make online comms accessible to all</p>	
Skills	<p>Digital project management skills</p> <p>Copywriting, copyediting, proofreading and English language skills</p> <p>Ability to connect and engage with audiences digitally</p> <p>Ability to create compelling multimedia assets and images for use on website and social channels</p> <p>Photoshop / HTML / MS Office/ Knowledge of Content Management Systems</p>	<p>Metrics, audience insight and data analysis</p>
Personal attributes	<p>Highly organised with extreme attention to detail</p> <p>Ability to work under pressure and to tight</p>	<p>An interest in contemporary art and its potential to inspire and excite the public</p>

	<p>deadlines</p> <p>A proactive team player with strong communication skills</p> <p>Able to adapt to change and flexible in approach when necessary</p> <p>Reliable and easy to contact</p> <p>Good interpersonal skills</p> <p>Ethical and principled</p>	
Working Arrangements	<p>We can be fully flexible in our approach to this freelance contract, but you will need to respond to our queries during office hours even if you are undertaking the bulk of this work in alternative hours</p> <p>As a guide, the fee of £6,000 might be broken down to £250 /day x 3 days per week throughout May and June 2021</p> <p>Start date: from 5 May 2021</p> <p>Project must be completed by 30 June 2021</p>	